DOCUMENT RESUME

ED 198 799 IR 009 161

TITLE Guidelines for an Area Continuing Education Council: Serving the Continuing Education Needs of Library/Media/Information Personnel.
INSTITUTION Pennsylvania State Library, Harrisburg.
PUB DATE Sep 80
NOTE 22p.: Budget and cover letter removed prior to filming.

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Educational Planning: Evaluation Criteria: Information Scientists: *Library Education: Library Personnel: Media Specialists: *Professional Continuing Education: Program Design: *Proposal Writing: Standards: *Statewide Planning

ABSTRACT

Guidelines and standards are presented for use in writing proposals to establish Area Continuing Education Councils, each of which will be responsible for planning and coordinating good continuing education programs for a broad section of the library, media, and information community in its geographic area of Pennsylvania. Topics covered include criteria for evaluation of councils, size and boundaries, representation of consumers and providers, size of council, administrative and governance structure, reporting responsibilities, quality control, a timetable and instructions for filing applications, and an application evaluation form. (RAA)

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GUIDELINES

FOR AN

AREA CONTINUING EDUCATION COUNCIL:

SERVING THE CONTINUING EDUCATION NEEDS

OF LIBRARY/MEDIA/INFORMATION PERSONNEL

Pennsylvania State Library

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Library Services and Construction Act (LSCA)
Title I

Project 80-88-I

September 1980

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Acknowledgment is given to the Project Staff of the National Council on Quality Continuing Education for Information, Library, Media Personnel whose publications, "Suggested Guidelines for State or Multistate Council Formation; Approval of Programs in Continuing Information, Library, Media Education," and "Guidelines and Instructions for Application for Approval of a State/Multistate Council" were adapted in this document.

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PURPOSE

An Area Continuing Education Council is to provide for good cooperative continuing education programs for a broad section of the library, media and information community in its geographic area.

The specific role of the Council is:

1. to determine, in a systematic manner, the continuing education needs of the library, media and information clientele in its area;

2. to establish priorities in an equitable manner;

3. to negotiate with appropriate providers to deliver the desired programs;

4. to communicate the Council's purpose to library, media and information clientele, and

5. to provide information about the planned continuing education programs to all clientele within the Council's boundaries.

The Council is not to become a continuing education provider in itself.

Review and evaluation of the effectiveness of the Area Continuing Education Council will be crucial to expansion of the concept throughout the State. The ultimate benefit is intended to be improvement in the quality of information, library and media service to the public by improving the level of performance of the personnel involved.

Criteria for Evaluation of Councils

It is crucial that the operation of the Councils be reviewed and evaluated before expanding their coverage in the Commonwealth. Appropriate data will be kept throughout the Council's funding cycles so that the following items can be determined:

1. Relative success of variations in operation
2. Positive and negative by-products
3. Costs in time and finances
4. Increases in quality and quantity of continuing education
5. Effect on provision of library/media/information services

CRITERIA

Has the Area Continuing Education Council:

1. Reviewed assessments of continuing education needs of library/media/information personnel in regional area and established priorities on an annual basis for continuing education?
2. Negotiated with continuing education providers for the offering of continuing education programs on the established priority areas?
3. Submitted a detailed plan and budget to the State Library for continuing education programs to be conducted in the region?
4. Reviewed the evaluation of continuing education programs offered as part of the planning process for the next year?
5. Collected data and evidence to substantiate regular verbal and written communication with clientele of Council?
6. Evaluated the effectiveness of area continuing education councils in stimulating good cooperative continuing education programs for a broad sector of the library/media/information community in the respective geographic regions?

Size and Boundaries of Region

Covering a large and diverse geographic region, Pennsylvania has been divided into a variety of regional geographic configurations for a variety of purposes by a variety of organizations. Among these are:

8 Regions for Higher Education
9 Chapters of Pennsylvania Library Association
29 PDE Intermediate Units
7 Regional Educational Broadcast Councils

For the purposes of this program, an Area Continuing Education Council shall use one existing geographic configuration or any combination of existing geographic configurations to be the boundaries of the area to be represented by the Council. A Council's boundaries may encompass urban, rural or a combination of urban and rural areas. Every effort shall be made to have the boundaries coincide with one of the existing regional geographic configurations. To allow for possible adjustment, an Area Continuing Education Council Plan must include evaluation of its designated geographic configuration.

Within the Council's chosen boundaries, there must be a minimum of one higher education institution, one district library center and one intermediate unit. Reasonable clientele traveling distance of forty-five minutes to one hour should be considered in setting boundaries.

Representation of Consumers and Providers

The guidelines recommend a 10-20 person membership who should reflect the broadest possible range of constituents. Each Area Continuing Education Council shall determine the exact number of its Council members. It may be desirable to draw up a profile that defines the attributes that the Council as a whole should have and use this as a selection guide. To design the composition of the Council, this procedure should be followed:

1. Determine the make-up of the Council. Categories of representatives should include:

   * Types of libraries

     - public libraries
     - academic libraries
     - school libraries
     - special libraries
     - media centers
     - information centers

   * Types of library education programs

     - graduate-level
     - Bachelors-level
     - Associate-level

   * Types of staff

     - clerical
     - technician
     - paraprofessional
     - professional
     - administrator

   * Other

     - Lay Supervisor of Library/Librarians

   * Geographic areas

     - counties
     - regions of the state
     - districts of the state

   * Specific organizations

   Are there any automatic members and if so, are they ex officio?

2. Determine the qualifications of the Council members, such as:

   * experience and interest in continuing education

   * knowledge of the concepts of adult learning

3. Determine the term of membership:

   * length of the term

   * are the terms staggered and if so, how

   * are consecutive terms allowed and if so, how many

4. Determine the selection process;

   * are members named and if so, by whom

   * are members elected and if so, by whom

   * what is the nominating procedure

     - open solicitations
     - nominating committee
     - named candidates from specific groups

Size of Council

The Area Continuing Education Council shall have a 10-20 person membership representative of the library, media and information personnel within the Council's geographic boundaries. To identify the constituents of the continuing education activities in the geographic area, this procedure should be followed:

1. List of institutions, organizations, and groups which plan or conduct continuing education activities. This list will represent the potential providers of the area. Consider the following:

    * professional associations

        - state chapters
        - local chapters
        - state/local associations

    * networks

    * libraries and library systems

    * information, library media education programs

        - graduate-level
        - Bachelors-level
        - Associate-level
        - extension

    * state government agencies

    * other continuing education groups

2. List of individuals interest in planning or producing continuing education activities. Such individuals could be interested in becoming Learning Consultants and/or willing to serve as resource persons in the support of provider groups. Should include:

    * persons knowledgeable about adult education

    * persons knowledgeable about educational technology

    * representatives of other professions which have continuing education recognition systems

3. Representative list of continuing education participants, employers and users of information, library, media services. Such persons can be used as advisors to the Area Council. Consider the following:

* a user of services
* a potential user of services
* a library, information, media student
* an employer of library, information, media personnel
* a member of a governing board of a library
* a practitioner who is working part-time
* an inactive professional who plans to return to work

Administrative and Governance Structure

An Area Continuing Education Council shall design the administrative and governance structure of the Council. Consider the following:

1. Determine if the Council will be:
   * an independent, autonomous entity
   * sponsored by a group or organization
   * a component of a parent group or organization
2. Will there be officers for the Council, if so:
   * what offices
   * what are the functions for each
   * how are they chosen
3. Determine authority, responsibility and accountability for such areas as:
   * policy formation
   * operational administration
   * finances (income and expenditures)

As LSCA funds are available, the State Library will provide first year financial assistance to an Area Continuing Education Council for planning meeting travel expenses of Council members and for postage, duplicating and telephone expenses required for needs assessments and Council public relations with area clientele. Second year funding will be dependent upon availability of LSCA funds and State Library approval of the detailed Continuing Education programming plan and budget for the programs to be conducted in the Council area. It is anticipated that Councils should be locally supported by the end of five years. Local funds for Council operation could come from small surcharges on CE programs. The anticipated range of State Library funding for the Councils annually is $1,200-$1,400 for planning and $2,500-$4,000 for subsidy of programs.

Authorized expenditures must be approved by the Chair of the Council and the Continuing Education Coordinator and be consistent with existing Commonwealth reimbursement limitations.

1. Travel
   * 17¢ per mile

2. Meals

* Breakfast - not to exceed $3.00

* Lunch - not to exceed $5.00

* Dinner - not to exceed $10.00

Receipts must be maintained for bus, plane or train travel; local transportation (taxi, bus, airport limousine, etc.) over $10.00; turnpike tolls; parking over $3.00; lodging.

Reporting to the Area . . . and the State Library

The success of an Area Continuing Education Council depends largely on the acceptance of the Council and the participation of the library, media, information personnel in the needs assessments and the cooperative CE programming developed to meet the identified needs.

It is important for the Council to provide communication and promotion to the area constituents on a regular basis. Members of the Council should accept responsibility for providing a network of communication with their representative group. The Council must be visible at all existing local and regional group meetings by giving both verbal and written reports.

During the first funding cycle, a bi-monthly report of the Council activities must be submitted to the Continuing Education Coordinator of the State Library. Subsequent funding cycles will have a quarterly reporting period. This report must include:

1. Narrative Report - This section should include all major activities and events that took place during the reporting period which helped to achieve the Council goals and objectives.

2. Evaluation Report - This section should include the results of your evaluation for the reporting period (e.g., test results, survey results, statistics, etc.)

3. Problems - This section should include any difficulties encountered in the reporting period that prevented you from achieving the Council goals and objectives.

4. Financial Report - This report must include the following information:

   - Budget Balance from previous report
   - Payments received in the report period
   - Amount of funds spent in each budget category
   - Amount encumbered in each budget category
   - Ending balance in each budget category

Quality Control of Continuing Education

As an Area Continuing Education Council coordinates CE programming for library/media/information personnel, it must be aware of the quality of the programs and institute a form of accountability to assure the programs justify the time, energy and costs expended by the participants, by their employers, and by the providers themselves.

Establishing criteria for quality continuing education is the first step. Instituting a provider approval system to provide accountability is the second step.

The Council should consider using the National Council on Quality Continuing Education for Information, Library, Media Personnel criteria until such time as the Continuing Education Advisory Committee of the State Library develops quality control guidelines for Pennsylvania.

Timetable

1981

Janaury 30	Application due. January 27 postmark acceptable.
February 2 to 18	Applications reviewed and evaluated.
February 25	Continuing Education Advisory Committee meet to make final recommendation to State Librarian for two (2) Area Continuing Education Councils. A third council may be recommended to begin in 1981-82 funding cycle.
February 27	Snow date for above meeting.
March 2 to 6	Applicants notified of approval or disapproval of application.
March 15	Approved Area Continuing Education Councils begin planning.
March	Area Continuing Education Councils A & B first planning meeting.
March, April	Area Continuing Education Council Members and Continuing Education Coordinator explain Council role in CE programming at appropriate existing meetings.
April 30	First Planning Grant Report due.
May, June	Area Continuing Education Councils A & B hold second planning meeting. Council Members and Continuing Education Coordinator continue contact with the field at existing meetings.
June 30	Second Planning Grant Report due.

Timetable (continued)

1981

August	Area Continuing Education Councils A & B third meeting to finalize CE programs for coming year (October 1981 to September 1982)
August 30	Third Planning Grant Report due.
September 15	Final budget, detailed plan for CE programming and reapplication for Area Continuing Education Councils due.
September 30	Approval of CE Programming Plan and Budget. Second cycle CE Planning Grant approval.
September, October, November	Council Members continue contact with the field at existing meetings.
October 15	Final first cycle Planning Grant Report due.
October, November, December	Area Continuing Education Councils A & B meet and begin planning for 1982-82 continuing education programs.

Application

1. Purpose

The purpose of the application is to summarize how the applicant proposes to develop and establish an Area Continuing Education Council and how the proposed Council plans to use a $1400 continuing education planning grant. The State Library Continuing Education Advisory Committee will evaluate the completed application to ascertain whether the applicant's proposal falls within the stated purpose and criteria of an Area Continuing Education Council as defined in the guidelines. It also gives the State Library Continuing Education Advisory Committee an opportunity to suggest, in the initial stages of an Area Continuing Education Council's development, changes which will improve the program and strengthen the proposed Council.

2. Content

Be concise and clear. The application must not exceed five (5) pages, plus a cover page and a budget page, and should contain the following:

A. Give complete definition of the geographic boundaries of the proposed council.

B. NEEDS

State why this Council is needed. Substantiate the need with relevant statistics and cite sources.

C. PLANNING

Give background research which was done to identify techniques or activities which have been used by others to meet a similar need. Include history of cooperation.

State who was involved in the planning.

State how they were involved.

Give the steps which were followed in the planning process.

D. OBJECTIVES

State overall goal of the Council.

State what you expect the Council to achieve with the planning grant.

State the expected resulting benefits and who will benefit.

E. ACTIVITIES

Give the steps the Council will follow to meet objectives, including a projected date for completion of each step.

F. EVALUATION

State how you will determine whether the Council has been beneficial and successful.

Indicate the data that is to be collected.

Indicate what techniques will be used to measure the Council's success and benefits.

G. BUDGET

Must not be encumbered before receiving application approval. $1400 budget limit. Expenditures are limited to planning meeting travel expenses of Area Continuing Education Council Members and to postage, duplicating and telephone expenses for needs assessment and Council public relations.

H. COVER PAGE

Complete all items of this page. Attach it to the front of each of the fourteen (14) copies of the complete application and budget page to be submitted.

3. Provisions

A. Fourteen (14) copies of the complete application, including cover page and budget page, must be addressed to and received by the Continuing Education Coordinator not later than January 30, 1981. Letters postmarked by January 27, 1981, will be accepted as meeting this requirement. If less than fourteen (14) copies of all pages are received, the application will be disregarded.

B. Plans for a Council which are not within the Purpose as stated in the Guidelines for an Area Continuing Education Council will not be considered.

C. Application must involve at least five (5) library, media, or information continuing education consumer groups and at least three (3) continuing education providers in the planning process.

4. Steps for Action on Application

A. Upon receiving the applications, the Continuing Education Coordinator will determine if all Provisions have been met.

B. Each application will be reviewed and evaluated by members of the State Library Continuing Education Advisory Committee.

C. Committee recommendations for approval or disapproval will be submitted to the State Librarian for final decisions.

D. Prospective applicants will be notified of approval or disapproval within three (3) weeks of the receipt of their application. Letters of approval may contain recommendations for improvement or change and will designate the Continuing Education Coordinator as the consultant who will work with the Council to develop the detailed CE programming plan for October 1981 to September 1982 and the budget for this programming.

E. Disapproval notifications will outline the reasons for rejection and give suggestions for improving the plan for possible resubmission in a future year. The application may not be resubmitted in 1980.

AREA CONTINUING EDUCATION COUNCIL

APPLICATION EVALUATION FORM

Council Name _____

Council Contact _____

Please Return By _____

(Circle rating on scale)

	Low					High
1. Overall, does the proposed Council meet the stated purpose?	0	1	2	3	4	5
2. Are the geographic boundaries of the proposed Council clearly defined and include a minimum of one higher education institution, one district library center and one intermediate unit?	0	1	2	3	4	5
3. Are there at least five (5) groups of library, media or information personnel and at least three (3) CE providers involved in the application planning process?	0	1	2	3	4	5
4. Is the need clearly defined?	0	1	2	3	4	5
5. Does the proposed plan meet the need?	0	1	2	3	4	5
6. Will potential benefits accrue to the Council's target group as a result of this plan?	0	1	2	3	4	5
7. Is the budget within guidelines?	0	1	2	3	4	5
8. Is it clearly stated that the Council's goal is to develop a detailed plan and budget for October 1981 to September 1982 CE programming to meet needs of its clientele?	0	1	2	3	4	5
9. Does the application include a method for evaluating the Council?	0	1	2	3	4	5
10. Is communication of Council purpose and programming to clientele included in the plan?	0	1	2	3	4	5

COMMENTS:

RECOMMEND: APPROVAL _____ DISAPPROVAL _____

_____

Signature Date

Continuing Education Advisory Council Member

APPLICATION EVALUATION FORM

Council Name _____

Council Contact _____

Please Return By _____

Comments:

Recommended: Approval _____ Disapproval _____

_____

Signature Date
Continuing Education Coordinator

Comments:

Approved _____ Disapproved _____

_____

Signature Date
State Librarian